

TPC PUBLIC INVOLVEMENT TEAM TASK MATRIX			
Task Area	PUBLIC INVOLVEMENT <i>Primarily responsible for gathering input on the Regional Transportation Plan from citizens and underrepresented communities; developing survey instruments; conducting polling; holding focus groups and public meetings; providing public information; managing Web page; producing fact sheets and brochures.</i>	COMMUNICATIONS <i>Primarily responsible for two-way communications with key transportation stakeholders, including the broader business community, special interests, and media; providing briefings to stakeholders; developing messages; disseminating information to the public by working with editorial boards and the media.</i>	PUBLIC POLICY <i>Primarily responsible for providing public policy expertise and guidance; identifying community needs that should be addressed in the Plan; and developing relationships with key constituencies to determine how best to meet the needs of the business community, transportation stakeholders, and the public.</i>
Consultant	Gunn Communications	SR Beard & Associates	Cantelme, Kaasa & Assoc.
Identify tasks that require coordination	(joint)	(joint)	(joint)
Refine Scope of Work/Timeline	<ul style="list-style-type: none"> – Develop public involvement plan – Timeline 	<ul style="list-style-type: none"> – Develop communication plan – Timeline 	<ul style="list-style-type: none"> – Develop tasks/chronology – Timeline
Provide expertise and guidance	Public involvement guidance	Develop media strategy	Public policy guidance
Surveys/Market Research	<ul style="list-style-type: none"> – Random Sample Telephone Surveys – Public Input Surveys 	Media audit	<ul style="list-style-type: none"> – Issues Assessment – Issues Mapping – Work closely with HDR/Polling Firm – SWOT Analysis
Media Outreach	<ul style="list-style-type: none"> – Video 	<ul style="list-style-type: none"> – Media relations – Deskside briefings – Press releases – Editorial Boards – Media kit 	
Public Meetings	<ul style="list-style-type: none"> – Define types/how many – Develop presentation materials – Small group presentations 	<ul style="list-style-type: none"> – Outreach meetings (define type & how many) 	
Focus Groups	<ul style="list-style-type: none"> – Define who & how many 		
Public Input	<ul style="list-style-type: none"> – Involved citizens – General public – Title VI communities (plan needed) – Spanish language collaterals (w/MAG Community Outreach Specialist) 	Through key stakeholders (business, special interests)	Through polling/public agency participation
Identify key stakeholders	(joint)	(joint)	(joint)
Develop plan/outreach methods to inform stakeholders	Public	<ul style="list-style-type: none"> – Business – Media – Special interest groups 	<ul style="list-style-type: none"> – Intergovernmental liaisons – Public agencies
Develop key messages	(joint) <ul style="list-style-type: none"> – Public 	(joint) <ul style="list-style-type: none"> – Business – Media – Special interest groups 	(joint) <ul style="list-style-type: none"> – Intergovernmental liaisons – Public Agencies
Develop relationships with stakeholders	Public	<ul style="list-style-type: none"> – Business – Special interest groups 	<ul style="list-style-type: none"> – Transportation Policy Committee members; elected officials – Intergovernmental liaisons – Public Agencies (State, Federal, Local)
Identify Spokespersons for target publics	Utilize identified spokespersons at public events	<ul style="list-style-type: none"> – Identify publics – Create Speaker's Bureau – Media training (if needed) 	Identify 3 rd Party endorsers for target publics
Web site	<ul style="list-style-type: none"> – Develop project page – Feedback 		
Collateral Materials	<ul style="list-style-type: none"> – Public information brochure – Fact sheets/informational materials 	<ul style="list-style-type: none"> – Media materials – Presentation materials 	
Public Involvement Documentation	<ul style="list-style-type: none"> – Monthly reports – Working papers 	<ul style="list-style-type: none"> – Monthly reports 	Monthly reports
MAG Committee Meetings	<ul style="list-style-type: none"> – Attend meetings as needed – Provide briefings – Develop presentation materials 	<ul style="list-style-type: none"> – Attend meetings as needed – Provide briefings – Develop presentation materials 	<ul style="list-style-type: none"> – Transportation Policy Committee, other meetings as needed – Provide briefings – Develop presentation materials
Development of Coalition		Develop coalition of involved business leaders and other stakeholders to help disseminate messages and serve on Speaker's Bureau.	
Evaluation	As defined in scope of work	As defined in scope of work	As defined in scope of work